AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the

application:

LISTING OF CLAIMS:

1. (previously presented): An advertisement method for presenting advertisement data,

transmitted by using broadcasting, to mobile users, the method comprising the steps of

at a mobile user site, setting selection standards for a receive time, a receive position of

the mobile user site and preference of the user, selecting advertisement data which satisfy said

standards from the received advertisement data, and storing the selected advertisement data in a

received advertisement data base; and

at the mobile user site, assigning an evaluation value to the stored advertisement data

based on a reproduction time, a reproduction position of the mobile user site and preference of

said user, extracting the advertisement data in the order of highest evaluation value, and

presenting said extracted advertisement data to the user in the order of highest evaluation value.

2. (original): An advertisement method according to Claim 1, wherein, in the case where

said advertisement data comprises data representing a period of an advertisement, said selection

standard for time deems that said receive time must be within said period.

3. (previously presented): An advertisement method according to Claim 1, wherein, in

the case where said advertisement data comprises data representing the position of the location of

the advertisement target, said selection standard for position deems that said receive position of

the mobile user site is within a fixed distance from said location.

4. (original): An advertisement method according to Claim 1, further comprising the

step of

storing key words which are of interest to said user and key words which are not of

interest to said user;

said selection standard for preference deeming that said advertisement data must not

contain any key words which are not of interest to said user.

5. (previously presented): An advertisement method for presenting advertisement data,

transmitted by using broadcasting, to users, the method comprising the steps of

at a reception end, setting selection standards for a receive time, a receive position and

preference of the user, selecting advertisement data which satisfy said standards from the

received advertisement data, and storing the selected advertisement data in a received

advertisement data base; and

at the reception end, assigning an evaluation value to the stored advertisement data based

on a reproduction time, a reproduction position and preference of said user, extracting the

advertisement data in the order of highest evaluation value, and presenting said extracted

advertisement data to the user in the order of highest evaluation value;

wherein, in the case where said received advertisement data comprises data representing the period of the advertisement, in evaluating the time of said received advertisement data,

said received advertisement data is given a high evaluation value when said receive time is within said period and a low evaluation value when said receive time is outside said period.

6. (previously presented): An advertisement method for presenting advertisement data, transmitted by using broadcasting, to users, the method comprising the steps of

at a reception end, setting selection standards for a receive time, a receive position and preference of the user, selecting advertisement data which satisfy said standards from the received advertisement data, and storing the selected advertisement data in a received advertisement data base; and

at the reception end, assigning an evaluation value to the stored advertisement data based on a reproduction time, a reproduction position and preference of said user, extracting the advertisement data in the order of highest evaluation value, and presenting said extracted advertisement data to the user in the order of highest evaluation value;

wherein, in the case where said received advertisement data comprises data representing the position of the location of the advertisement target, in evaluating the position of said advertisement data, the shorter the distance between said receive position and said location the higher the evaluation value, and vice versa.

7. (previously presented): An advertisement method for presenting advertisement data,

transmitted by using broadcasting, to users, the method comprising the steps of:

at a reception end, setting selection standards for a receive time, a receive position and

preference of the user, selecting advertisement data which satisfy said standards from the

received advertisement data, and storing the selected advertisement data in a received

advertisement data base;

at the reception end, assigning an evaluation value to the stored advertisement data based

on a reproduction time, a reproduction position and preference of said user, extracting the

advertisement data in the order of highest evaluation value, and presenting said extracted

advertisement data to the user in the order of highest evaluation; and

storing key words which are of interest to said user and key words which are not of

interest to said user; in evaluating the preference of said advertisement data;

wherein the more key words which are of interest are contained in said advertisement

data, the higher the assigned evaluation value, and the more key words which are not of interest

are contained in said advertisement data, the lower the assigned evaluation value.

8. (previously presented): An advertisement method according to Claim 1, wherein, in

transmitting said advertisement data, an advertisement transmission row comprising a plurality

of advertisement sections, each advertisement section comprising the same plurality of sponsor

advertisements, such that each sponsor advertisement is repeated in each of the plurality of

advertisement sections in the advertisement transmission row, and said advertisement

transmission row is transmitted.

9. (currently amended): An advertisement apparatus comprising

an advertisement transmitter which transmits advertisement data by using broadcasts; and

~~an~~ a mobile advertisement receiver which receives said advertisement data and presents it

to users,

said advertisement transmitter comprising

a transmission advertisement data base for storing said advertisement data; -

a mobile advertisement obtaining section which obtains said advertisement data

from said transmission advertisement data base; and

an advertisement transmitting section which transmits said advertisement data

obtained by said advertisement obtaining section as an advertisement transmission row to

said mobile advertisement receiver;

said mobile advertisement receiver comprising:

an advertisement receiving section which receives said advertisement

transmission row;

a received advertisement data base for storing said received advertisement data; a

time obtaining section which obtains the present time;

a preference obtaining section which obtains a preference of the user;

a position obtaining section which obtains the present position of said mobile

advertisement receiver;

an advertisement storage processing section which sets selection standards for a

receive time, a receive position of the mobile advertisement receiver and the preference

of the user, selects advertisement data which satisfy said standards from the received

advertisement data, and stores the selected advertisement data in said received

advertisement data base;

an advertisement extracting section which assigns an evaluation value to the

advertisement data stored in said received advertisement data base based on a

reproduction time, a reproduction position of the mobile advertisement receiver and

preference of said user, and extracts said advertisement data in the order of highest

evaluation value; and

an advertisement presentation section which presents said advertisement data

extracted by said advertisement extracting section to the user in the order of highest

evaluation value.

10. (previously presented): An advertisement apparatus according to Claim 9, said

mobile advertisement receiver further comprising:

an advertisement deletion processing section which, in the case where said advertisement

data comprises data representing a period of an advertisement, deletes advertisement data having

a present time outside said period from said received advertisement data base, and

in the case where said advertisement data comprises data representing a number of

presentations of an advertisement, deletes advertisement data comprising an advertisement which

has been presented a number of times equal to said number of presentations from said received

advertisement data base.

11. (previously presented): A mobile advertisement receiver for receiving advertisement

data transmitted by using broadcasting and presenting the advertisement data to a user

comprising:

an advertisement receiving section which receives said advertisement data;

a received advertisement data base for storing said received advertisement data;

a time obtaining section which obtains the present time;

a preference obtaining section which obtains a preference of the user;

a position obtaining section which obtains the present position of said mobile

advertisement receiver;

an advertisement storage processing section which sets selection standards for a receive

time, a receive position of the mobile advertisement receiver and the preference of the user,

selects advertisement data which satisfy said standards from the received advertisement data, and

stores the selected advertisement data in said received advertisement data base;

an advertisement extracting section which assigns an evaluation value to the

advertisement data stored in said received advertisement data base based on a reproduction time,

a reproduction position of the mobile advertisement receiver and preference of said user, and

extracts said advertisement data in the order of highest evaluation value; and

an advertisement presenting section which presents said advertisement data extracted by

said advertisement extracting section to the user in the order of highest evaluation value.

12. (currently amended): A <u>computer-readable</u> recording medium <u>storing a program</u>

<u>adapted to enable a mobile reception computer to present</u> ~~which is used in presenting~~

advertisement data ~~transmitted by using broadcasting~~ to a user <u>received via a broadcast</u>

<u>transmission, the program enabling the mobile reception computer to perform the steps of</u>~~, and~~

~~stores programs allowing a mobile reception computer to execute the processes of~~:

setting selection standards for a receive time, a receive position of the mobile reception

computer and preferences of the user, selecting advertisement data which satisfy said standards

from the received advertisement data, and storing the selected advertisement data in a received

advertisement data base;

assigning an evaluation value to the advertisement data stored in said received

advertisement data base based on a reproduction time, a reproduction position of the mobile

reception computer and preference of said user, extracting the advertisement data in the order of

highest evaluation value; and

presenting said extracted advertisement data to said user in the order of highest

evaluation value.

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13. (previously presented): The advertisement apparatus, according to Claim 9, wherein the advertisement transmission row comprises a plurality of advertisement sections, each advertisement section comprising the same plurality of sponsor advertisements, such that each sponsor advertisement is repeated in each of the plurality of advertisement sections in the transmission row.

14. (previously presented): An advertisement method for presenting advertisement data, transmitted by using broadcasting, to users, the method comprising the steps of

at a reception end, setting selection standards for a receive time, a receive position and preference of the user, selecting advertisement data which satisfy said standards from the received advertisement data, and storing the selected advertisement data in a received advertisement data base; and

at the reception end, assigning an evaluation value to the stored advertisement data based on a reproduction time, a reproduction position and preference of said user, extracting the advertisement data in the order of highest evaluation value, and presenting said extracted advertisement data to the user in the order of highest evaluation value;

wherein said evaluation value (e) is determined according to the following equation:

$e = (x)(ep) + (y)(et) + (z)(eo)$, wherein

ep is based on a reproduction position, et is based on a reproduction time, eo is based on a preference of said user, and x, y, and z are numeric values.